****

**Website:** [**http://www.dorneypark.com/**](http://www.dorneypark.com/)

**Case Study #2**

Dorney Park & Wildwater Kingdom is in the business of selling “FUN”. As with any consumer-based business, effective advertising is the cornerstone of success. Dorney Park has two key publics to reach: families with kids and teens. Of these two, TEENS are the most challenging to reach with a compelling “message” that will resonate with a demographic that is proving to be even more “tuned out” than the notorious Baby Boomers.  
  
Your Challenge, Should You Accept It!  
  
Your team’s assignment is to create a teen-focused advertising concept to promote Dorney Park & Wildwater Kingdom to this key demographic. Your product must include a storyboard and script for ONE 30-second TV commercial. If you and you’re AV Department are up to it, you can take your presentation to the next level with a freeze-frame storyboard and super-imposed voice-over on DVD. But beware, our panel can see through the weeds. A good hard-copy script and storyboard beats a glitzy weak DVD every time.

**COMMERCIAL STORYBOARD & DIALOGUE SCRIPT:**

A storyboard is a visual aid primarily used to plan out or prepare a television commercial, short-film, or movie. Storyboards are useful in organizing sequences and steps and contain the flow of several processes that include visual elements, text or dialogue elements, audio, and actions of characters. Creating a storyboard can also help you plan for special effects, testing complicated ideas on paper first versus at the actual filming location, and finally with validating continuity.

**Create a Commercial Storyboard Using a Basic Template.   
http://www.wikihow.com/Create-a-Commercial-Storyboard**

1. **Create a title frame**. The title area should contain your intended topic or general idea of the commercial.
2. **Designate frame numbers or screen numbers**. Each of your frames should be given its own unique name or number. Most storyboards follow a format similar to "t6m2s5," which stands for topic 6, module 2, section 5.
3. **Explain actions occurring on each frame**. Provide explicit details and your vision behind what should happen in each frame, such as "John throws ball at Cindy."
4. **Designate camera instructions**. Explain what the camera should be doing for each particular frame, such as "Camera follows John as he walks 4 steps to the left."
5. **Include character dialogue**. For each frame in the commercial storyboard, write out the intended dialogue, such as "John: Our company is innovative and will get the job done."
6. **Describe additional audio**. For each frame, add details surrounding any extra audio you want to include, such as sound effects and background music.
7. **Provide details on visual effects**. If there are to be any visual effects you need to add after filming your commercial, include them in that frame. For example, if your character is talking about the world, mention in your storyboard that a picture of a globe should be turning around in the corner of the screen.

